

Now Remember!

When I ask for cocoa I want the best — and everyone knows that the best is

COWAN'S COCOA
"Perfection Brand"

It is a well-known fact that in every home where quality is appreciated, this delicious cocoa may be found. It is pure and wholesome and manufactured from the best cocoa beans procurable.

See that the boy brings it.



A-28

"Women—Let me tell you How to make Money"

In every city and town in Canada, no matter how large or how small, I have pleasant, permanent and profitable work to be done by *Women*.

Hundreds of ambitious women of all ages are making comfortable, independent incomes in all parts of Canada at the work which I have to offer. I still have considerable unoccupied territory and have placed this announcement in this magazine in the hope that it may reach the eyes of some reliable and refined women, of good appearance, who are in need of money and have a desire to establish themselves in a profitable business of their own. I require women who have at least four or five hours a day, which they can devote to my work. I want women who are well and favorably known in their respective localities.

Learn What Other Women are Doing

My book illustrated here—entitled, "*What A Woman Can Do*"—tells my story complete. Tells how women can become independent—tells how women establish themselves in business in their home towns without capital—tells how hundreds of women are today making from twelve to thirty dollars per week without sacrificing any of their pleasures, social position or dignity in the least—it will tell *You* how *You* may also become *Your own boss in Your own business—a permanent business—showing a handsome profit every week.*

This is not a premium humbug—not a fake prize contest—no endless chain correspondence game—but a straightforward, legitimate, dignified business that actually pays big profits in real money. Do not write to me unless you are in earnest and absolutely sincere—I am a busy man and have no time for idle correspondence—but if you are really interested in dignified and profitable work I will gladly send you my book FREE. NO COST OR OBLIGATION ON YOUR PART WHATEVER NOW OR LATER. Fill in your name and address in coupon attached to the bottom of this announcement, and mail it to me today. This will promptly bring my book to you and information as to whether your particular territory is occupied or not at present.

REMEMBER THIS—To make good at my business you require no money—all you need is ambition and an earnest desire to make a comfortable income.
Address—FREDERICK A. KOCH
1088 CASE AVE. DETROIT, MICH.



GET MY BOOK
TODAY—
IT'S FREE

Mail this Coupon Today—It's the first step to your success.

Dear Sir:—Send me your Book and full information—Free—I want to make money.

Name.....

Town.....Street.....

Prov.....

No matter where you live this book and information free.

Ah, my dear girl, think twice before you refuse to marry the honest man on the homestead. His clothes may bear marks of Nature's soil, but that is clean. This girl's husband of the city wears a polished collar and a tailored suit, pressed in the latest crease—but underneath the surface beats a heart so dirty and mean that his personality breathes an atmosphere of filth. We cheat ourselves because we do not know the real value of life. It takes a kind of culture in one's soul to know the real value of life.

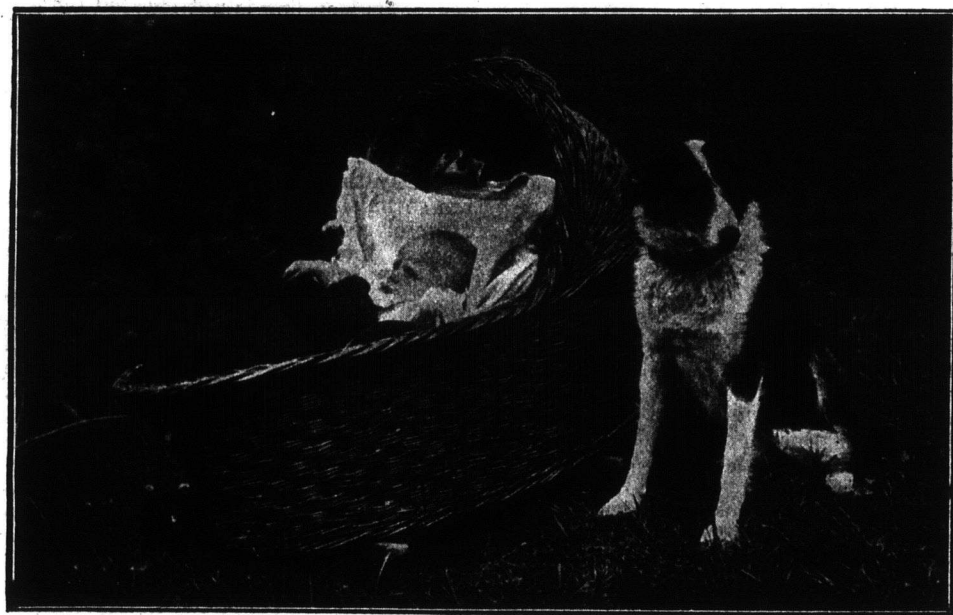
Yes, your dress is in style, and your boots are the latest shade, my girl, but a year from now they will be shabby and out of date. How about the soul that you sacrificed for that dress and those boots? It will be shabby and worn out too, while the girl who will not sacrifice her soul for clothes will be the true aristocrat a year from now, and ten years hence she will be a mental and moral millionaire.

Half our sorrows come from dullness of soul sight. A good family in a Manitoba town opened their home to a girl in the city this spring—a girl who wanted one more chance. She, however, was blind to the real values of life, and determined to live as she understood life. She valued life in counterfeit currency. So she stumbled into the city again, and down into the cell once more. "Good night my girl," I said, as she turned to go back behind the bars again. And I thought—such is the penalty of your view of life, because you have not caught the real vision. Does it pay? Does it pay

are positions open for one hundred wage earning girls and there are only fifty girls to fill them. It does not take much of a mathematician to figure out what the result will be upon wages. On the other hand, supposing that one hundred positions are open and there are one hundred and fifty girls ready to fill them, the problem of figuring out the effect on salaries is just as easy to solve. Now just as soon as it becomes noised about that salaries in Winnipeg are good, we will have a considerable immigration of wage earning girls from outside points, and the employer can then pick and choose. It is not probable that the girl who has left a good position to accept another for a better salary, at the same time leaving her past employer in more or less difficulty, can go back to her original position and receive the same courtesy and consideration that she formerly enjoyed. The young woman must not forget the fact that her services are a commodity and must be treated as such.

Business houses do not always sell their goods in the highest market, but they do sell them in that market where they can build up the most lasting trade. Therefore, consider your present position carefully before you let the dollar entice you into another one.

Molasses Candy.—Two cups of Ne Orleans molasses, one cup of white sugar, one tablespoon of vinegar, one tablespoon of butter, one teaspoon of soda. Boil hard twenty minutes, stirring all the time,



In Safe Keeping

to sob your life out for a few short hours of revel in false fancies? There is a law of compensation. If we give out nothing to the world, we have nothing. If we give out much we have much.

Every girl owes the world a debt of gratitude. We cannot escape results. We cannot cheat the world. We get returns for what we give.

Each life is given its cross to bear. Each soul may have a crown to wear. And each will find when the race is run The place attained must first be won.

CHANGING HER POSITION

Just at present the wage earning girl is having her innings; due to the war a great many girls are filling positions that were formerly held by young men. This is particularly true in banks and mercantile establishments. The result is that salaries have advanced. This has created an atmosphere of restlessness on the part of the wage earning girl.

One cannot censure these wage earning girls for getting the highest salaries possible, but on the other hand they should not allow the glamour of the extra dollar to blind them to the responsibility that they owe their employers. The business house that offers a girl an extra dollar or two per week in order to induce her to give up her present position does so wholly and solely because it is up against it for help. The wage earning girl's market place where she offers her services for sale is no different from any other market. The selling price is fixed by the law of supply and demand, and just as soon as the supply begins to exceed the demand, just so soon will the selling price go down. For example, supposing that in Winnipeg to-day there

and cool in shallow, buttered pans. The beauty of this rule is that you do not need to put any butter on your fingers to keep the candy from sticking to them. Just let it get quite cool, and then take small pieces and work fast.

THE POSTMASTER

Shook Off Coffee And Got Well

It's so easy to shake off coffee and coffee troubles when well made Postum is served in its place.

The Postmaster of a flourishing southern town writes: "Coffee had made me a sufferer from constipation, nervousness and indigestion. Some time ago I quit coffee and began using Postum and ever since I have been improving. My troubles have now quite disappeared."

"I attribute my recovery to quitting coffee and using Postum and have induced several of my friends to try it. You are at liberty to use this." Name given by Canadian Postum Cereal Co., Ltd., Windsor, Ont.

Coffee used regularly adversely affects many persons. Take away the cause of trouble and give a true, natural food-drink like Postum, and the change is usually surprising. "There's a Reason."

Postum comes in two forms:

Postum Cereal—the original form—must be well boiled. 15c and 25c pkgs.

Instant Postum—a soluble powder—dissolves quickly in a cup of hot water, and, with cream and sugar, makes a delicious beverage instantly. 30c and 50c tins.

Both forms are equally delicious and cost about the same per cup.

"There's a Reason" for Postum.

—sold by Grocers.